

Information on SBF- WDA Mentorship for Accelerating Productivity (MAP)

A. Programme Approach:

Provides Workforce Training and Consultancy Assistance through a Holistic “Through-Train” Approach

The Programme adopts a holistic and systematic approach that involves top-down and bottom-up engagement. Overall, the programme will have the following objectives:

- Enhance awareness and inspire change
- Entrench changing mind-set and culture
- Empower workforce and implement productivity improvement

B. 5 Key Elements in MAP



- Inspire and enhance awareness by industry specialists, thought-leaders and mentors. Area of focus include mind-set change and productivity knowledge
- Companies to understand gaps and opportunities through cross-sharing and advice from business mentors and advisors
- Companies to undergo diagnostics and prioritise development and improvement projects